

Bill Wolff

Intro to Communications, Fall 2023

Poster Presentation Assessment

Student Name:

Each presentation will be graded using the following point system. The poster itself counts for 30% of the final project grade. The presentation, which details your decisions, counts for 70%.

Required Slides	Point Value	Points Earned
Introduction / Title Slide (including version history)	5	
Audience, Message, Display Location	5	
Use of Modular Grid System	5	
Color Selections	5	
Color Contrast	5	
Typeface Headings (using Santa Maria terms p. 26)	5	
Typeface Sub-headings (using Santa Maria terms p. 26)	5	
Total Points	35	
Create Slides for FIVE of the Below Design Features	Point Value	Points Earned
Hierarchy	5	
Scale	5	
Balance	5	
Flow / Eye & Sight Lines	5	
Alignment	5	
Contrast	5	
Negative Space	5	
Proximity	5	
Repetition	5	
Total Points	25	
Overall minimalist quality of the slides	20	
Overall quality of narrative	20	
Presentation Grade (70%)	100	
Poster Grade (30%)	100	
Overall Project Grade	100	